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PPR J 1918

1917

IMPERIAL

EMPIRE

The New Red Raspberry



Fruit in this cluster one-third actual size

Introduced and for sale by

L. E. Wardell & Son and C. G. Velie & Son
Marlborough, N. Y.

The Empire Red Raspberry

To the fruit growers who are interested in growing fine fruit and to nurserymen who want to handle a distinctive kind of stock, we are introducing the best red raspberry that is being grown today either for market or the home garden. This new raspberry having originated in the Empire state is very appropriately named the "EMPIRE." It is being introduced by its originator, Mr. L. E. Wardell, of Marlborough, N. Y., who also originated that other great berry, the "RUBY," which in its day was one of the best. The Marlboro red raspberry also originated on this same fruit farm. These facts are proof that the "EMPIRE" had a good start. Having been so successful in producing these two good varieties Mr. Wardell was confident that a better berry could be produced. With this object in view he set out to accomplish the production of his ideal red raspberry by cross pollenizing the Ruby with the Coutant or Rochester. This cross resulted in getting about fifty seedlings of more or less value. After testing out the fifty seedlings, all were discarded but three, and one of the three is the "EMPIRE" which has all of the good qualities of a commercial and a home garden raspberry.

It has inherited the strong healthy foliage, fine flavor and habit of growth of the Coutant and the hardiness, firmness, bright red color and productiveness of the Ruby. The first hill now twelve years old is as strong and vigorous as a new plant.

The canes attain a height of from six to ten feet and are alive in the spring, not winter killing during the many hard winters we have had during the past twelve years.

The foliage is perfect, resisting fungus and insect attacks in a marked degree.

The fruit is large to very large and continues so throughout the whole picking season.

The color is a bright crimson and does not fade after picking as is the fault of many former varieties.

Its shipping qualities are of the best, being very firm. It has been shipped regularly to Boston, Mass., a distance of over three hundred miles, for the past few

years where it sold at a price from three to five cents per pt. basket above other varieties. The past two years the first shipments sold for fourteen cents and the last shipments for nine cents. Its good carrying qualities are due to the fact that the seed cells and core are small for such a large berry.

The flavor is very fine, excelling any other red raspberry grown today and equalling the Hudson River Antwerp of former days.

The berry is easy to pick, leaving the stem easily and in good condition.

The canning quality of this berry is of the best, retaining the fine aromatic flavor and color of the fresh fruit.

Its productiveness is phenomenal and in this respect figures speak louder than words---the past two years it has netted back from the commission houses \$1,000 per acre.

The time of ripening in this locality is about the middle of June and its season of picking is from four to five weeks, thus a good advantage of the market may be taken.

Its time of blossoming extends over a period of two weeks which is also a great advantage especially in a season such as we have had this past year when we had so much unfavorable weather for proper pollenization.

We are so confident of the future of this berry that we have 20,000 hills in bearing and will plant more. All of the fruit growers of this noted section pronounce it a wonder and our small supply of plants the past season were soon disposed of. A few testimonials of these prominent growers will be found in this circular, also the opinion of the men who sold the fruit.

We also have permission to print the report of this berry from the bulletin of the N. Y. Experiment Station on new and worthy fruits, as soon as issued.

It has also been growing at the Experimental grounds at Cornell University, Ithaca, N. Y., who will be glad to tell you what they think of it by writing to Prof. W. H. Chandler of that institution.

We are anxious to have all interested persons visit our fruiting fields this season and see the "EMPIRE" in all its glory which will be about July 1st, but as its picking season is from four to five weeks you can easily arrange to see it. We are so sure that you will pronounce it the "Best Ever" in raspberries, that we will pay the traveling expenses of anyone who comes to see it and does not find it all we represent.

Office of Gerrish Bros, Commission Merchants
52 Commercial St., Boston, Mass.

L. E. Wardell & Son, Marlboro, N. Y.

Dear Sirs:—We find the Empire Raspberry the best we have handled for several years, in fact the best that came to this market. We advise the setting out of more plants this season as the demand here for that variety exceeded the supply.

Yours respectfully,

GERRISH BROS.

Office of S. L. Quimby, Fruit Grower
Marlboro, N. Y.

L. E. Wardell & Son, Marlboro, N. Y.

Dear Sirs:—Yours requesting me to write you, giving my opinion of your new raspberry, received. The Empire being of the old Hudson River Antwerp type, and having all of the good qualities of that berry, bids fair to be the honored successor of that famous money maker. The fact that I am planting the Empire is the best endorsement that I can give it.

Yours respectfully,

S. L. QUIMBY.

Office of John Pirung & Co., Fruit Commission Merchants
324 Washington Street, New York City

L. E. Wardell & Son, Marlboro, N. Y.

Gentlemen:—The Empire raspberry, attractive in size, delicious in flavor, grown and packed by you, who consign the major part of your crop to us annually, easily attained the highest reputation for standard quality the past summer as in former years in the raspberry market. On July 16, 1916, when the fungus affected all varieties of raspberries many of which sold for two cents per pt., the Empire sold for nine cents per pt. In all my thirty years experience in the New York market, never has a red raspberry sold so easily. In season these berries are in constant demand, especially by the high class trade, and we can assure the public without exaggerating, that the Empire raspberry far excels all others.

Yours truly,

JOHN PIRUNG & CO.
J. W. Benjamin, Salesman

Office of E. J. Wygant, Fruit Grower
Marlboro, N. Y.

L. E. Wardell & Son, Marlboro, N. Y.

Dear Sirs:—I have been growing raspberries for fifty years and I consider the Empire the best I ever knew.

Yours truly,

E. J. WYGANT.

Office of Caywood & Garrett, Real Estate, Loans, Insurance
1231 New York Ave., N. W., Washington, D. C.

Messrs L. E. Wardell & Son, Marlboro, N. Y.

Gentlemen:—Being so highly satisfied with the results which I have had with your Empire raspberry, I desire to unhesitatingly and unsparingly recommend the same to the public.

I obtained the plants from you and planted them two years ago, consequently am not recommending them on one season's results. Not only do they far surpass any raspberry which I have ever tasted or grown but in addition to being of a most delicious flavor, firm, large in size, and of a bright crimson in color, they are most productive. All of which make the berries ideal for shipping purposes and table use.

Yours respectfully,

CHAS. B. CAYWOOD,
Takoma Park, D. C.

EMPIRE

Report of New York Experiment Station on New and Worthy Fruits

Empire is one of the most promising new red raspberries on the Station grounds, having hardiness, productiveness, vigor of bush, healthiness and large, handsome, firm, well-flavored fruits as its chief assets. The canes need no winter-protection in this region; equal any other variety in productiveness; are unusually vigorous, reaching a height of six or eight feet; and this season, 1916, when anthracnose was everywhere rampant, showed but a trace of this disease. A peculiarity of the canes is that in mid-summer they are purplish-red but become brown at the close of the season. The berries average larger than those of the well-known Cuthbert, and are about the same color as those of that variety; they ripen a little earlier and have a longer picking season. The fruits are mild, rich and sweet so that the variety may be ranked among the best in quality. The texture is firm and without doubt the berries will stand shipment well and may be kept long. With such an array of good characters, it seems certain that Empire must take high standing among commercial red raspberries.

Empire originated in 1904 with L. E. Wardell, Marlboro, New York. It was obtained by crossing Ruby with Coutant. It was introduced by its originator in the fall of 1916. Mr. Wardell was also the originator and disseminator of Marlboro and Ruby. The first hill of Empire, twelve years old, is still vigorous, healthy and productive.

Plants tall, vigorous, upright, with medium number of suckers, hardy, very productive; canes smooth except for the few scattering, short prickles, stocky, long; prickles medium in thickness, short, few, becoming more numerous towards the base; internodes medium to short; buds large, long, pointed, plump, free. Leaves large, wide, medium in length, thick, dark green, rugose. Flowers appear early. Fruit matures in early mid-season, clings well to the torus yet picks easily; large, uniform, retains its size well to the close of the season, regular in outline, roundish-conical; cavity deep, medium in width; apex roundish or tapering slightly; bloom slight; drupes small, numerous, with strong coherence; color medium to dark red, glossy; flesh juicy, firm, mild, high-flavored; very good in quality; seeds medium in size.

Empire in Fruiting Field



Note height of bush in comparison with the nine foot pole

Prices for first class sucker plants for fall delivery

Per Dozen, \$1.50 - Per C, \$10.00 - Per M, \$50.00

For transplants

Per Dozen, \$2.00 - Per C, \$12.00 - Per M, \$60.00

For green plants

Per Dozen, 75c - Per C, \$5.00 - Per M, \$25.00

Nurserymen Please Apply for Discount to the Trade